

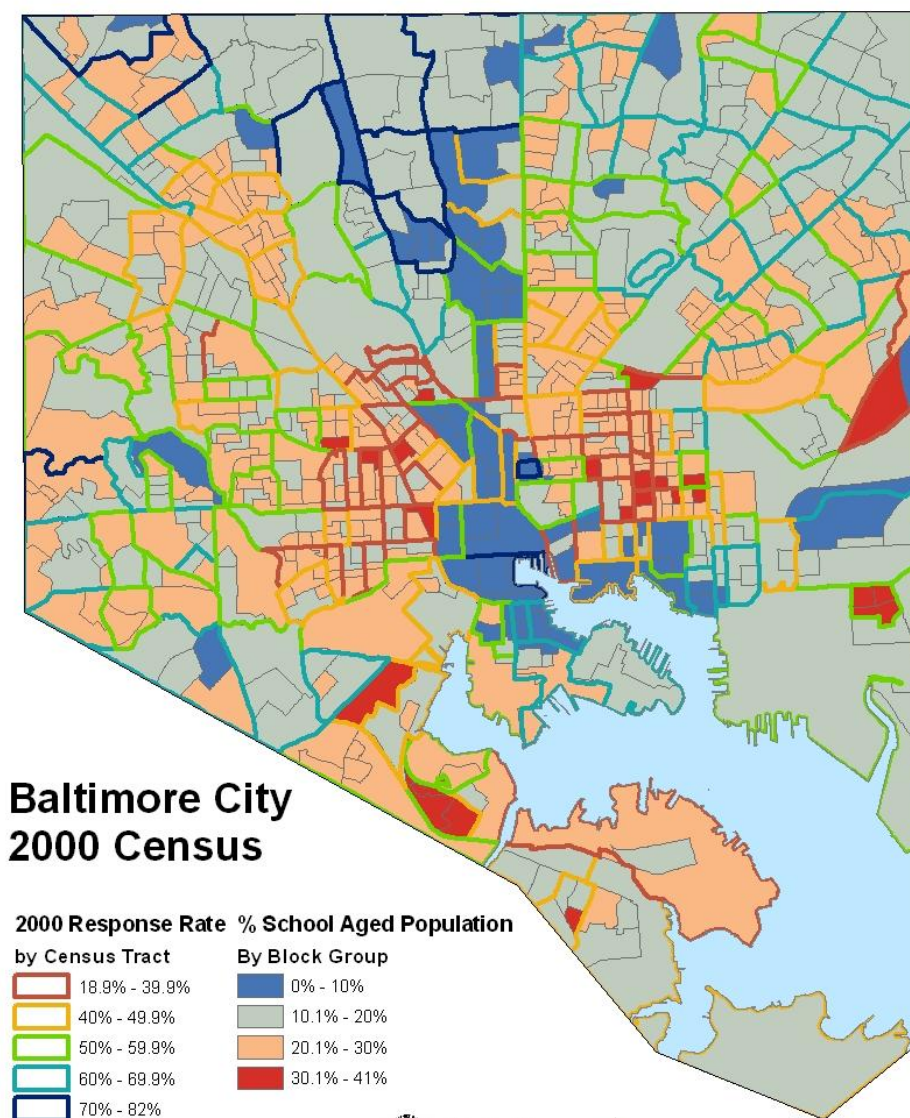
Education Subcommittee

Chair, Shirley Bigley-LaMott, Baltimore READS

WHO

School-aged children are valuable conduits for as well as targets of census outreach because they can encourage parents/guardians to participate in the census, can serve as language assistance to non-English speaking or illiterate caregivers (35% of the city's adult population is illiterate¹) and will sustainably increase census participation into their adult years; Moreover, many "hard to count" residents of Baltimore do not have access to a phone or the internet, so contact to these residents may best occur through children that attend school in the city. According to the 2008 American Community Survey, there are 123,175 students in grades pre-K-12 in Baltimore City. 82,500 of these students are enrolled in public schools.

The City of Baltimore is also home to 14 colleges and universities. University Students are particularly hard to enumerate for several reasons. First, many students do not view Baltimore as their primary residence and assume that they will be counted as a part of their parent's/guardian's household. Secondly, as temporary residents of Baltimore, university students may not appreciate the benefits a complete count brings to the city. Finally, universities house large international student populations that may also be unaware that



Sheila Dixon
Mayor



Thomas J. Stosur
Director of Planning

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Data Source: U.S. Census Bureau

¹ Greater Homewood Comm

they need to complete a census form and fear that it may jeopardize the length of their stay in the US.² 54,566 (31%) of Baltimore City's student population is enrolled in higher education.

HOW

This subcommittee will incorporate census promotion into existing student outreach methods. In addition, to address younger audiences, new media, including social networking sites, will play an important role in census awareness.

➤ Curriculum Integration

- The US Census Bureau's "Census in Schools" program has already developed free classroom materials in a number of subjects including math, geography, civics, and history for grades K-12. Carefully integrating these lesson plans into student work at both city, private, and parochial schools will increase household awareness. In addition, it will help to transmit Census 2010's central messages of the safety and effortlessness of participation.
- In addition to integrating "Census in Schools" lesson plans into the curriculum, schools in Baltimore may also benefit from a mock census, where students learn how to fill out the form. This exercise will enable children to aid non-English speaking or illiterate parents in filling out the form.

➤ Climate Survey Integration

- Every year, Baltimore City Schools' Office of Partnerships, Communications and Community Engagement (PCCE) administers a system-wide survey to parents, staff and students on school quality, satisfaction, and operations. This survey requires individualized outreach to parents to ensure that their voice is heard in the school system. PCCE has proposed pairing outreach to parents to fill out their climate surveys with general census awareness.
- The Climate Survey is due to City Schools in February. At this time, City Schools representatives will initiate a campaign to obtain unreturned surveys. This outreach is usually conducted with the help of partnered community based organizations.
- With the help of the Census Bureau Partnership Support Fund Grants, partnered CBOs and PCCE will prepare materials like T-shirts and flyers that the outreach staff can utilize in carrying a Census reminder message along with Climate Survey follow-up.
- Linking the Climate Survey to Census outreach makes sense for two main reasons. First, the information gathering of the Climate Survey allows the school system to identify trends in school activity; its focus on understanding communities' needs and uncovering trends fits with the Census vision.
- Secondly, City Schools' existing partnerships with CBOs are valuable outreach infrastructure that will ensure that the Census outreach is efficiently and effectively managed.

➤ In- School Media and Advertising

² The international subcommittee will plan a focused outreach to international students. The group housing subcommittee will plan a focused outreach to students living in dorms.

- City Schools' Office of Communications has developed a comprehensive workplan for media and outreach to the 82,500 students and their parents in the public school system. The plan includes several minute-long public service announcements on the school system's TV Channel, Channel 77.
- In addition, the plan utilizes multiple web-based resources. First, Baltimore's Census logo, designed by students at Digital Harbor High School will be featured on the City Schools web page with a link to Baltimore's census page www.baltimorecity.gov/2010Census. Secondly, the school system's "Great Kids Up Close" site (www.greatkidsupclose.org) features students' and schools' personal accounts of day to day activity. Paired with curriculum integration, a site story can reinforce census lessons in schools.
- Lastly, E-Blasts to contacts in the field and partners in February with a message from city schools' CEO Dr. Alonso, will serve as a reminder to parents and staff to fill out their census forms when they arrive in the mail in March.

➤ **Mass/New Media and Events**

- The Baltimore City 2010 Complete Count Campaign has its own Twitter page (twitter.com/BaltimoreCCC) and a Facebook page. These new media target young, technology savvy students with a constant stream of reminders about the census.
- After reaching out to contacts at student activities' offices in the coming month, we hope to disburse flyers and promotional materials at university events in January and February 2010.
- Lastly, City Schools' Office of Community Engagement and the US Census Bureau hope to host a Census in Schools Week in January during which the classroom as well as recreational activities are centered around the census.

WHEN

- City Schools Events
- Hispanic Heritage Festival- October 23rd 2009
- Campus Events
- Community Events

WHERE

The Education Subcommittee with the help of the Office of Partnerships, Communications, and Community Engagement at Baltimore City Public Schools has compiled a list of education institutions that could serve as be counted sites or questionnaire assistance centers.

- Libraries
- Adult Literacy Centers
- Higher Educational Centers
 1. Johns Hopkins University
 2. Morgan State
 3. Loyola University
 4. University of Maryland-Baltimore

5. University of Baltimore
6. Coppin State University

- Community Schools: The schools below are in the 5th quintile for hard to count areas and are either “community resource schools” or “community support for schools”. These schools may be ideal locations for Be Counted Sites or QACs, because they are schools that are partnered with community based organizations. These schools have much higher return rates for in-school parent surveys, which seems to indicate that these schools have developed relationships with community members.

School Name	School Number	Address	Zip	Partner
Bay Brook Elementary/Middle School	124	4301 Tenth St.	21225	Child First Authority
Masonville Cove Community Academy	239	1201 Cambria St.	21225	SWCOS
Booker T Washington Middle Sch	130	1301 McCulloh St	21217	Urban Education
Cecil Elementary	007	2000 Cecil Ave	21218	BEN
Charles Carroll Barrister Elem	034	1327 Washington Blvd	21230	BEN
Collington Square Elementary/Middle School	097	1409 N. Collington Ave	21213	BEN
Commodore John Rogers Elem/Middle	027	100 N. Chester St	21231	BEN
Curtis Bay Elementary/Middle School	207	4301 West Bay Ave.	21225	Child First Authority
Dallas F Nicholas Sr. Elementary School	039	201 E. 21st St	21218	Greater Homewood Koinonia Baptist Church
Diggs-Johnson Middle	162	1300 Herkimer St	21223	BEN
Dr Rayner Browne Elementary/Middle	025	1000 N. Montford Ave	21205	BEN
Dr. Bernard Harris, Sr Elementary	250	1400 N. Caroline St	21213	Child First Authority
Edgewood Elementary	067	1900 Edgewood St	21216	Child First Authority
Eutaw Marshburn Elementary	011	1624 Eutaw Place	21217	HEAL
Franklin Square Elementary/Middle	095	1400 W. Lexington St	21223	?
Frederick Elementary	260	2501 Frederick Ave	21223	Living Legacy
Furman L Templeton Elementary	125	1200 N. Pennsylvania Ave	21217	Urban Education
William Pinderhughes Elementary	028	701 Gold St	21217	DRUID HILL CDC
Gilmor Elementary	107	1311 N. Gilmor St	21217	Urban Education
Harlem Park Elementary/Middle	035	1401 W. Lafayette Ave	21217	COIL
Highlandtown Elementary/Middle	237	231 S. Eaton St	21224	Southeast CDC
Inner Harbor East Academy	329	200 N Central Ave	21202	East Baltimore Community Corporation
James McHenry Elementary	010	31 S.Schroeder St.	21223	BEN
John Eager Howard Elementary	061	2011 Linden Ave	21217	HEAL
Lakewood Elementary	086	2625 Federal Street	21213	Family Tree
Margaret Brent Elementary/Middle	053	100 E. 26th St	21218	Greater Homewood
Matthew Henson Elementary	029	1600 N. Payson St	21217	HEAL
Patapsco Elementary/Middle	163	844 Roundview Rd.	21225	BEN
Paul Laurence Dunbar Middle Sch	133	500 N. Caroline St	21205	BEN
Samuel Coleridge-Taylor Elementary	122	507 W. Preston St	21201	Child First Authority
Samuel F.B. Morse Elementary	098	424 S. Pulaski Street	21223	Charm City Church
Steuart Hill Academic Academy Middle	004	30 S. Gilmor St	21223	BEN
William Paca Elementary	083	200 N. Lakewood Ave	21224	BEN
Wolfe Street Academy Elementary	023	245 S. Wolfe Street	21231	Y of Central MD
Tench Tilghman Elementary/Middle	013	601 N. Patterson Park	21205	Julie Center

Ave